

Directions

Great taste at lower cost makes the switch to Merit an easy choice for you. We want to make it as easy as can be for you to get your well-deserved Merit Awards. Simply clip the pack UPCs off one style Merit (worn, no carton UPCs will be accepted). Then, start collecting for your Merit Awards.

MERIT
Awards

ORDER IN 3 EASY STEPS:**1.**

Fill out the easy-to-order form completely. Must include signature and birth date. Program expires and orders must be received by 5/31/97. Order will be rejected if signature or date of birth is not provided.

2.

Include appropriate number of Merit pack UPCs. Use chart to determine shipping/handling fees. Include check or money order payable to Merit Awards. No cash, please.

3.

Mail in a packed envelope to: Merit Awards, P.O. Box 8211, Dover, Delaware 19905-8211. Be sure to pay proper postage on your envelope. Allow 10-12 weeks for delivery. Items may be shipped separately. Limit 2 of each item (regardless of size or style) with a maximum of 12 total items for the duration of the promotion.

Call 1-800-884-5777
with inquiries about your order



101-18-C2

**Bring home your Merit Awards.**

Please enter your Merit Awards, cut along dotted line and send in the completed form with your pack UPCs. (Carton UPCs not accepted and check or money order. Do not send cash. Mail in a padded envelope to:
Merit Awards, P.O. Box 8211, Dover, Delaware 19905-8211. Offer expires and orders must be received by 5/31/97.)

9999999999999999
Sample A, Sample
123 Any Street
Any Town, USA 12345-6789



Please make any address corrections below

Mr. Mrs. Ms.

Address _____

Apt. # _____

City _____

State _____ ZIP _____

Phone (_____) _____

Regular Brand Smoked

LIMIT: 2 OF EACH ITEM (REGARDLESS OF SIZE OR STYLE) WITH A MAXIMUM OF
12 TOTAL ITEMS FOR THE DURATION OF THE PROMOTION.

Item	Quantity	Pack UPCs Required Per Item	Total Pack UPCs Enclosed
4-Way Bag	x	175 =	
Wind Resistant Lighter	x	40 =	
Jeep® Brandson	x	450 =	
Anorak (S, M, L, XL)*	x	350 =	
Stainless Travel Mug	x	70 =	
Stainless Thermal Bottle	x	120 =	
Harvest Big Shirt (S, M, L, XL)*	x	150 =	
Flame Watch (Men or Her)	x	125 =	
Fleece Pullover (S, M, L, XL)*	x	180 =	
Halogen Lamp	x	150 =	
Sunglasses	x	80 =	
Lead Tea Glasses (set of Four)	x	20 =	

TOTAL Pack UPCs Enclosed

TOTAL SHIPPING AND HANDLING ENCLOSED
(2 300 UPCs = \$1.00) (201-359 UPCs = \$0.00) (451+ UPCs = \$10.00)
(Only check or money order will be accepted)

*Circle size or style when choice is available, e.g.: (S)(L)(XL)

By participating in this offer and signing below, I certify I am a smoker 21 years of age or older, and I am also willing to receive cigarette coupons and branded incentive items in the mail, subject to applicable federal and state laws.

Signature _____ Date of Birth _____ Month _____ Day _____ Year _____ Today's Date _____

Offer limited to smokers 21 years of age or older. Cigarette coupon offer form must be submitted. Offer good only in the USA. Offer void where prohibited by law. Void where restricted by advertising agencies. Postage rates vary according to the weight of your envelope. Please check with post office to obtain your own allowed postage postage. Please allow 10-12 weeks for delivery. Not responsible for lost, damaged, misdirected or postage due mail.

Printed name _____

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FOLD AND MOISTEN HERE TO SEAL

Who's at the Wheel?

Help us get to know and serve you better by taking a moment to read
the little notes about yourself. Fill out and mail before 12/31/96.

9999999999999999
Mr. Sample A. Sample
123 Any Street
Any Town USA. 12345-6789

Please make any address corrections below

Mr. Mrs. Ms.

Address _____

Apt. # _____

City _____ State _____ ZIP _____ Phone (_____) _____

By responding to the following survey and signing below, I certify that I am a smoker 21 years of age or older, and I am also willing to receive cigarette coupons and branded incentive items in the mail, subject to applicable federal and state laws.

Signature X

Date of Birth _____ Month _____ Year _____ Today's Date _____

1. Which of the following statements best describes the way you use cigarette coupons? (Check one answer below.)

- I use almost no cigarette coupon I get.
- I occasionally use coupons for cigarettes, even if they are not for my regular brand.
- I only use coupons if they are for my regular brand.
- I never use coupons to buy cigarettes.

2. How often do you use special in-store cigarette offers, such as free gift with purchase, a 2-for-1, or special prices?

- I look for special offers for my regular brand.
- I take advantage of special offers for brands other than my regular brand.
- I never use special offers.

3. Please tell all the brands of cigarettes you smoked at least one pack of in the past two weeks. How many packs did you smoke of each brand? (Give as many brands as you need. Write in exact number of packs for each brand below. (Note: 1 cigarette = 1 pack))

Brand Name _____ No. of Packs
Brand Name _____ No. of Packs

4. The next time you go to the store, if your regular brand were not available, what would you do? (Check one.)

- Go to another store to buy my regular brand.
- Buy another type or length of my regular brand.
- Wait until the store has my regular brand.
- Buy a different brand entirely.

5. What, if any, was your previous brand?

- None
- Marlboro
- Camel
- R.J. Reilly & Sons
- Kool
- Pall Mall
- Winston
- Lights
- Chesterfield
- Marlboro Lights
- Camel Lights
- Many
- Other